



**EXPECT NOTHING LESS  
THAN PERFECTION**

HP DesignJet Z-series for Photography and Fine Arts

**The art of photography** demands a lot of hard work; both mental and physical. It is more than just capturing the perfect picture on film or memory card.

Imagine that magnificent image rolling out of a HP DesignJet Z9+ large format printer, exactly the way you remember.

Whether you are a professional photographer, an owner of a go-to print shop, or a collector of fine art prints, it will be impossible to resist the joy of a beautifully-crafted image coming to life.

In 2017 alone, nearly 1.3 trillion photos were taken globally<sup>1</sup>, and the market for large photo merchandising grew seven percent<sup>2</sup>. This means a stronger demand for fuss-free and faster printing solutions but without any compromise in quality of the prints.

Instead of looking at each aspect of printing in isolation, we reworked and integrated the hardware, software, and media; subjecting them through robust tests to come up with a range of printers which offers amazing print quality, speed and permanence. With a streamlined workflow, the new machines use fewer inks, saving you time while reducing your operating cost.



# Discover the benefits

## of printing large format photos with HP DesignJet technology

### Deliver superior image quality prints with confidence

Produce high-quality images, achieving natural transitions and details with superior gloss uniformity.

### Produce consistent and accurate colours across prints and printers

Deliver precise colour between print runs thanks to the embedded spectrophotometer.

### Achieve the highest display permanence in the industry

Create long lasting prints by having the right combination of materials (ink & media) and HP DesignJet printer.

### Efficient in production demand

Take advantage of HP cutting edge technologies to speed up your day-to-day work while printing and finishing processes.



Museum Art reproduction on rice paper



# Deliver High image quality prints with confidence

The HP DesignJet Z-series uses **HP Pixel Control** to deliver sharp details, careful control and smooth gradients, even for challenging colour combinations. HP Pixel Control makes direct choices about which types of pixels to combine in each area in a print to make it the same way as the eye sees the world around us.



## Without HP Pixel Control

Many printers imitate analog colour processing which often creates disappointing results.

An image is separated and processed in ink layers, giving no control over ink combinations and resulting in inferior image quality.

- Less detail, contrast
- Duller colours
- Contours, artifacts

## With HP Pixel Control

HP has reinvented how colour is controlled by developing a technology that harnesses the full potential of digital printing. Colour is defined and composed at every pixel. Such control over every print-ready pixel unlocks new ink combinations that were previously impossible with an analogue-imitating approach, delivering consistent and superior image quality.

- More detail, contrast
- Deeper colours
- smoother transitions

**Ink Layers**

**Pixel Types**

**Ink layers used**

20% C	15% R	12% G	10% Y
25% lg	40% mg	50% K	

**Pixels used**

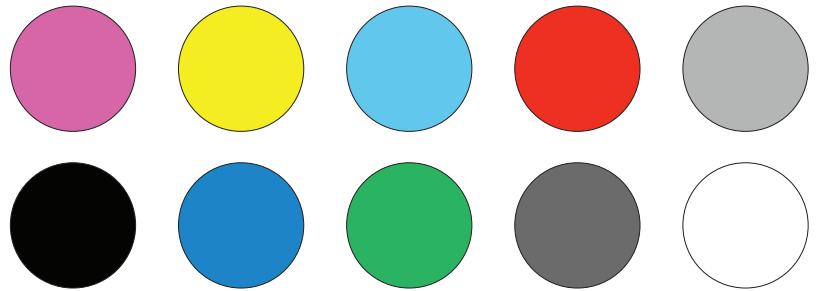
1% R	21% lg	13% G+lg	6% w
3% C+mg	2% C	3% G+G	5% Y+lg
11% G	3% Y+mg	10% R+lg	6% R+mg
7% mg	1% Y+m	2% m+mg	4% mg+mg+G



Produce prints with clear details and high-contrast colour with Dual Drop Weight Technology powered by HP **High Definition Nozzle Architecture** (HDNA) printheads. Using dual drop weight technology, high-definition HP printheads produce a combination of large drop sizes for robust area fills at fast speeds, while small drop sizes reduce visible grain — eliminating the need for light coloured inks.

This, together with HP Pixel Control, enables you to get amazing image quality with just 9-inks instead of the 12-inks on previous generation HP DesignJet photo printers.

HP DesignJet Z9+ printer also comes with an optional Gloss Enhancer, a feature which helps to minimise bronzing on glossy and semi-glossy photo papers and produce images with uniform gloss, from highlight to shadows.

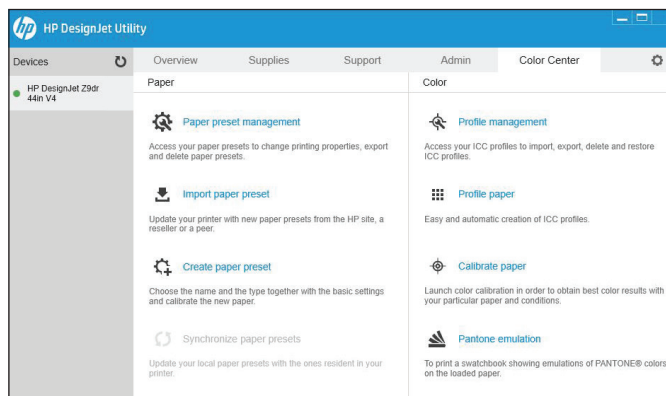
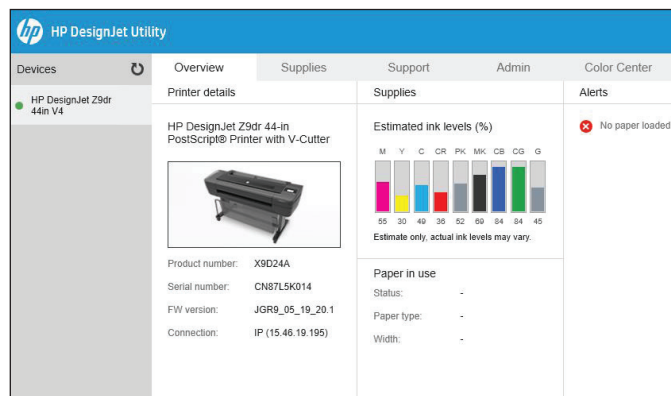
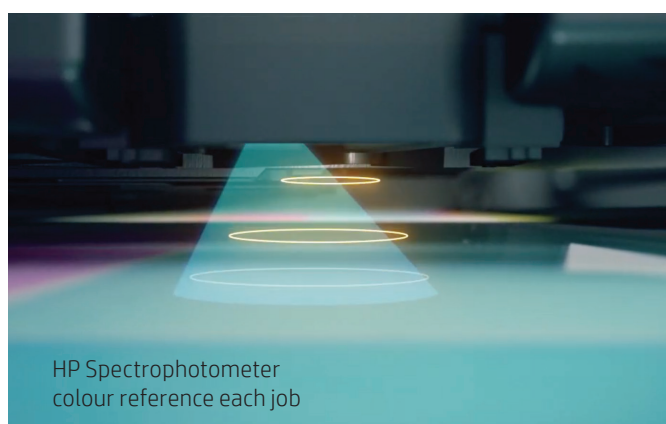
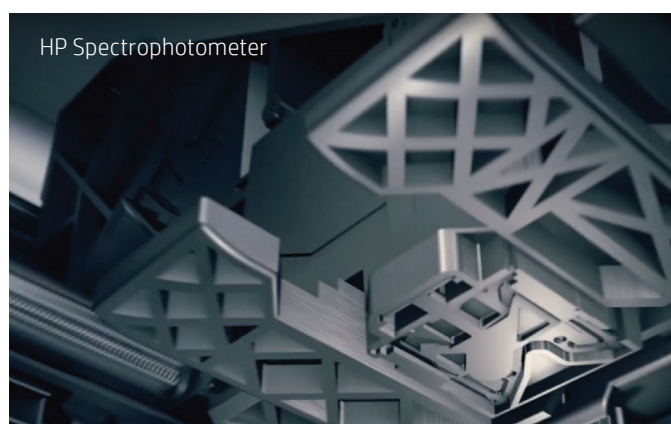


# Produce consistent and accurate colours across prints and printers

HP DesignJet Z9+ and Z6810 series come with an embedded Spectrophotometer that ensures best colour consistency and colour accuracy, enabling a wider range of media by allowing you to produce your own ICC profiles.

For perfect result, you can choose rolls or cut sheets **from 100 types of HP media and renowned third-party papermakers like Hahnemühle, Canson, Innova and Ilford.**

With the embedded spectrophotometer and **HP DesignJet Utility**, you have the option to download the **ICC profiles** from media vendors' websites or **create your own ICC profiles.**



## Achieve the highest display permanence in the industry

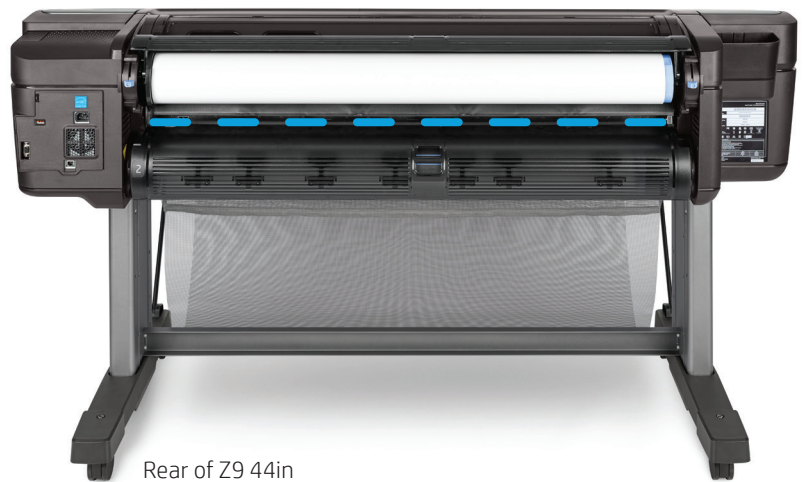
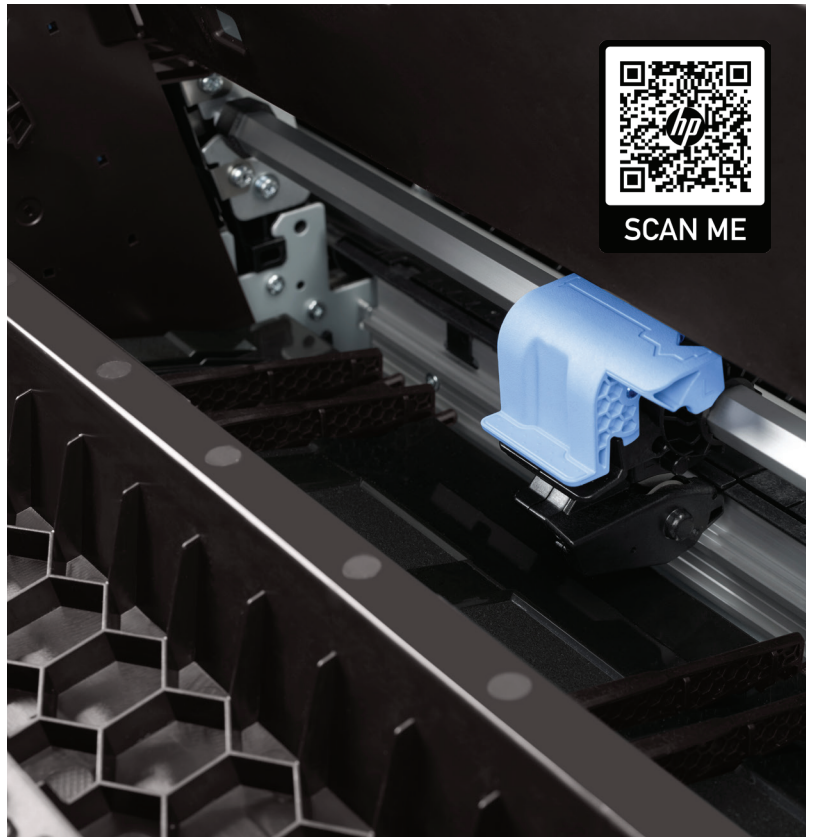
*“With WIR Display Permanence Ratings for a wide range of media expected to be in the **200 to 300 year range**, the new high-stability HP Vivid Photo inks assure printmakers of very long lasting prints, no matter where clients might choose to display prints”.*

## Efficient in production demand

Cut post-processing labour time up to 20%<sup>3</sup> by eliminating manual cutting and human error with the **new built-in automatic vertical trimmer** in the HP DesignJet Z9+dr 44-in PostScript® Printer with V-Trimmer.

For high productivity, HP DesignJet Z-series also comes in dual rolls<sup>4</sup> support and/or **Automatic Take-up Reel System (TUR)**.

HP DesignJet Z9+ is compatible with **cut-sheet** media with up to 0.8mm thickness. These thicker cut-sheet media can be easily damaged if they are loaded via the conventional top path, which is why all our printers in this series offer the alternative rear path for greater control.



HP DesignJet Z9+ printer uses five individual **universal printheads**. These printheads are affordable and can be replaced easily by users hence reducing downtime and the need for external technical support. As each universal printhead is compatible with any of the nine inks, users do not need to stock up printheads for specific colours.

Simple to use, Easy to print



01

02



### Prepare your picture to print

Download ICC profiles from media manufacturers or create your own ICC profiles

Produce photos in  
**3 simple steps**



### Submit

There are 4 ways to print your image:

- HP driver
- Certified RIPS<sup>5</sup>
- HP Click
- USB stick



### Print

Print on a wide range of roll and cut sheet formats by HP and renowned third-party media vendors. Find out more about HP media at [globalBMG.com/hp](http://globalBMG.com/hp).

03



# WHY DO I CHOOSE THE HP DESIGNJET Z9+?

*“ HP now basically pushes the quality level up another peg. The details and separations in the blacks are amazing. It’s above any other competitions. ”*

Danny Chau,  
Founder ChauDigital HK Ltd

*“ When working on large scale exhibitions involving many photographers, I need the flexibility to use different papers for different images. The pairings are necessary to bring out the best in each photograph. The built-in spectrophotometer in the HP DesignJet Z9+ allows me to accurately calibrate each paper, leaving no room for error. ”*

Tay Kay Chin,  
Curator, Editor & Photographer

Images courtesy of Tay Kay Chin



SCAN ME



*“ As a traditionalist trained in the old-fashioned way of making prints in a darkroom, I was skeptical about a digital printer’s ability to reproduce the full tonal range in my pictures. Working with the HP DesignJet Z9+ for my Chinatown exhibition put all my fear to rest. The quality of the prints we made were far beyond my expectations and as a matter of fact, they exceeded what I could have achieved using conventional black and white printing method. ”*

Sha Ying,  
Photographer & Videographer

Images courtesy of Tay Kay Chin



*“ The digital age provides us with a colossal amount of content to consume on various platforms. In the case of photographers, each of these platforms allows us to exhibit our work. However, when you compare digital with print, the value and charm of a fine quality print are unparalleled. At least, I derive unmatched joy from printing, and the HP DesignJet Z9+ is the perfect partner I can ask for. ”*

Jayanth Sharma,  
Wildlife Photographer

Images courtesy of Jayanth Sharma



# HP DesignJet Z-series Photo Printer Portfolio

HP has a broad portfolio of large-format printers that can meet a variety of needs.

Printer/Size	Speed	Ink colours	Margins (borderless)	Media handling (roll, single sheet)
Z9+ 24-in 	6.6sqm/hr-Normal Gloss 72sqft/hr-Normal Gloss 3.5sqm/hr-Best Gloss 38sqft/hr-Best Gloss	9+	Yes <sup>6</sup>	1 Roll Single Sheet
Z9+ 44-in 	8.6sqm/hr-Normal Gloss 93sqft/hr-Normal Gloss 4.5sqm/hr-Best Gloss 49sqft/hr-Best Gloss	9+	Yes <sup>6</sup>	Roll Single Sheet
Z9+ 44-in dr vt 	8.6sqm/hr-Normal Gloss 93sqft/hr-Normal Gloss 4.5sqm/hr-Best Gloss 49sqft/hr-Best Gloss	9+	Yes <sup>6</sup>	Roll Single Sheet TUR
Z6810 42-in 	11sqm/hr-Normal Gloss 118sqft/hr-Normal Gloss 16.4sqm/hr-Best Gloss 177sqft/hr-Best Gloss	8	No	Roll TUR
Z6810 60-in 	13.1sqm/hr-Normal Gloss 141 sqft/hr- Normal Gloss 19.7sqm/hr-Best Gloss 212 sqft/hr-Best Gloss	8	No	Roll TUR

For more information, please visit [hp.com/go/designjetz9](http://hp.com/go/designjetz9)

## Footnote

1. Source: New York Times
2. Source: Photo merchandising report from Infotrend
3. Based on internal HP testing. Up to 2.5 times faster printing compared to the HP DesignJet Z3200 Photo Printer series. May vary depending on print mode and media type.
4. Vertical trimmer and dual rolls included with the HP DesignJet Z9+dr 44-in PostScript® Printer with V-Trimmer only.
5. For a list of HP certified RIPs, visit: [www8.hp.com/us/en/large-formatprinters/designjet-printers/zseries-rips.html](http://www8.hp.com/us/en/large-formatprinters/designjet-printers/zseries-rips.html).
6. Borderless full bleed in some photo medias, the rest of media thanks to the vertical trimmer



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